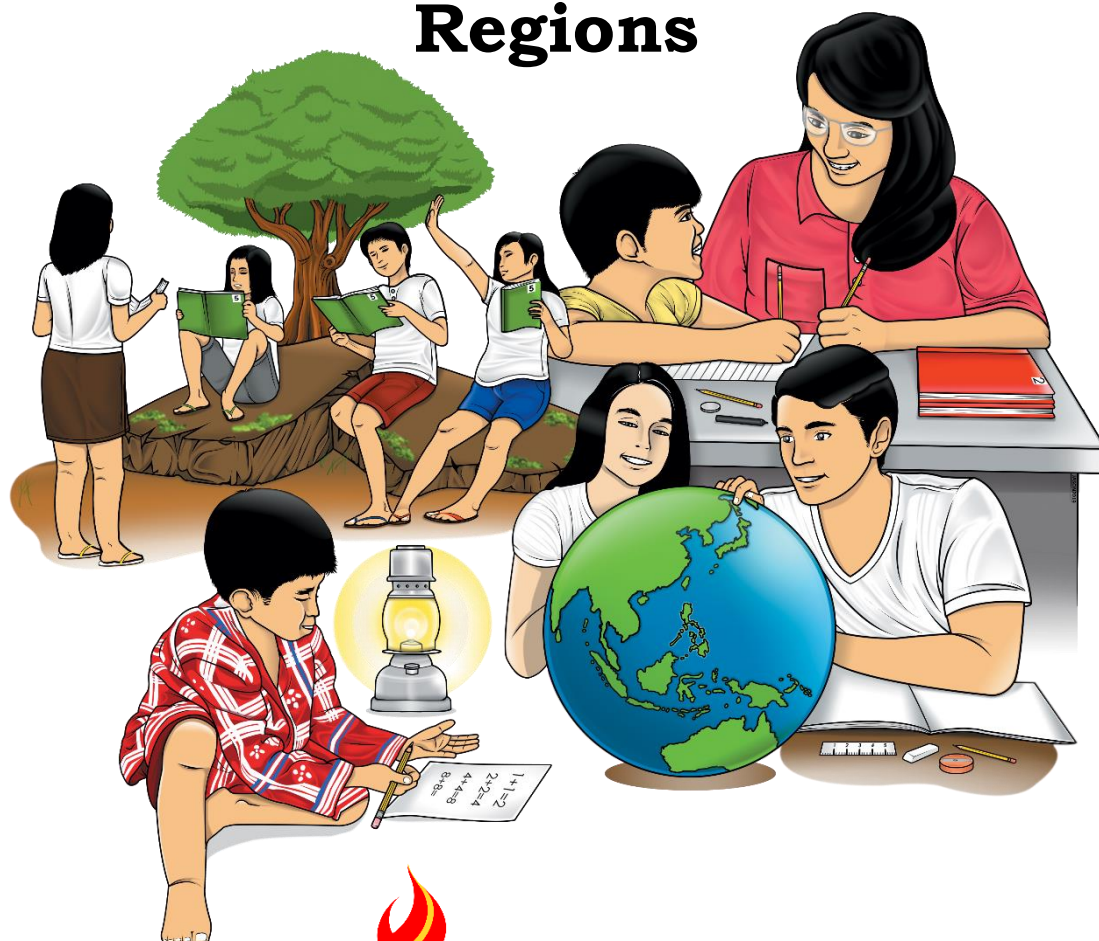


Contemporary Philippine Arts from the Regions

Quarter 1 - Module 8

Promotions of Arts from the Regions



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Lesson

8

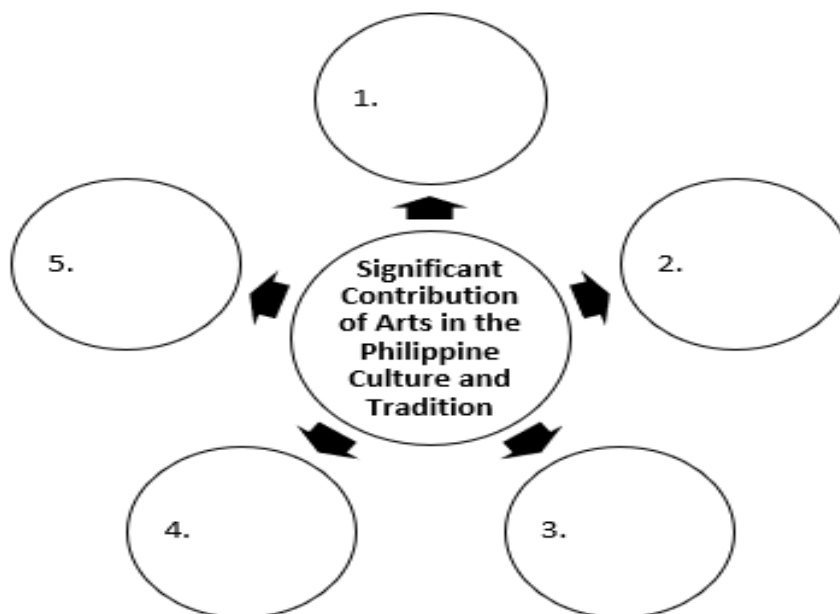
Promotions of Arts from the Regions

Art is one of the platforms of Filipino to describe and portray the practices, behavior, ideology, culture, and tradition in their region or in their community. Hence, it is important to promote and appreciate traditional and contemporary arts from the regions. However, prior to that, we need to understand the contexts where these artworks come from. Moreover, in order to gain a deeper understanding on how we will promote the traditional and contemporary arts, we need to learn how the changing environment affect the production process of the artworks of indigenous peoples or artists.



What's In

Directions: Write the five significant contribution of arts in the Philippine culture and tradition on the circles below. Write your answer on your answer sheet.





What's New

NCCA Chairman Arsenio “Nick” Lizaso said that people should be proud of and nourish Filipino Arts and culture. Indeed, Philippines is very rich in culture. We often heard or see the phrase “Only in the Philippines”. It is an expression of pride in what we feel in the activities that are uniquely Filipino. Arts provides a shared experience for the community. Values and beliefs systems are often deep-seated in art forms and passed down through generations. People participate in country’s nationhood by means of singing the national anthem or by merely looking the monument of Rizal in Luneta. It is when an individual became aware and proud of their cultural heritage, they became an active instrument in nation building. The Executive Order No.118 created the Presidential Commission on Culture and the Arts in 1987. By means of history, it makes the an individual appreciative of the country’s struggles and triumphs.

1. Why do we need to preserve our arts and culture in the modern world?
2. In your opinion, why is it important to have natural art center in the Philippines?



What is It

The traditional and contemporary artists' mode of production continues to be affected with the dynamics of change in the environment. Nonetheless, environment is considered of its utmost importance – this is where resources are gathered and shared, and where culture is performed. So, let's recognize some factors that affect the traditional or contemporary artist's production process.

THE PRODUCTION PROCESS AND THE CHANGING ENVIRONMENT

1) Tourism

Land areas are converted into sites for tourist consumption. In this situation, ecological domains may become more vulnerable to damage with the combined forces of natural disasters and tourist mobility. Moreover, tourist mobility might influence the community's observance of tradition and tend to diminish the quality of native art forms. Removed from their original context, the works are transformed into mass produced souvenirs in order to meet the demands of the tourist trade. Neon colors and designs woven from synthetic fibers have been made available in recent years to create appropriations of traditional textile designs for commercial purposes.

2) Militarization

The insecurity and tensions brought about by militarized zones apprehend the people's ability to create art. It prevents people from having communal gatherings, where exchanges and passing of knowledge can take place.

3) Christianization

The influence of Christianity and the conversion of the natives to a foreign religion have affect the preservation of their indigenous rituals and traditions. However, in some cases, the community finds a way to harmonize their indigenous ways with traditions of Christianity. For example, the Manobo community of Mt. Apo initiated a "culture regeneration movement." As Christian converts, they sought the revival of their traditions by holding clan reunions, employing native wedding rites, and recalling narratives of their culture through painting.

These factors that affect the tradition and contemporary art production process of Philippine artists are given an effort to solve and address by the different institutions that support and promote art. It is important to know these institutions, museums, galleries, and organizations in order to know the authorities of art in the Philippines that we can look to when intending to learn more about our country's rich culture and art

SUPPORT SYSTEMS OF PHILIPPINE ART

There are several established authorities, institutions, markets, galleries, and award-giving bodies that supervise the protection, promotion and nurturing of culture and art and that establish the support systems of arts in the Philippines. These authorities, institutions, markets, galleries, and award-giving bodies make sure that traditions involving art and culture are kept alive despite of modernization and technological advancements, set the standards for the different forms of arts, exhibit objects of cultural and artistic interest, financially supported visual artists, recognizing outstanding art making, and teach and nurture artistic skills and knowledge of Filipino about culture and art. Hence, below are some authorities, institutions, markets, galleries, and award-giving bodies in the promotion of Philippine arts:

1) National Commission for Culture and the Arts

The National Commission for Culture and the Arts is the overall policy making body, coordinating, and grants giving agency for the preservation, development and promotion of Philippine arts and culture; and an executing agency for the policies it formulates (Dumandan, 2019).

2) Cultural Center of the Philippines

The mission of the Cultural Center of the Philippines is the leading institution for the arts and culture in the Philippines by promoting artistic excellence and nurturing the broadest publics to participate in art making and appreciation (Dumandan, 2019).

3) National Museum

The National Museum is an educational, scientific, and cultural institution that acquires, documents, preserves, exhibits, and fosters scholarly study and public appreciation of works of art, specimens, and cultural and historical artifacts representative of the unique cultural heritage of the Filipino people and the natural history of the Philippines (Dumandan, 2019).

4) Metropolitan Museum of the Philippines

The Metropolitan Museum of Manila is one of the major museums in the Philippines. The museum was among the first to develop and extend its audience by embracing the philosophy of art for all, adopt a bilingual approach in exhibition texts, and implement a vigorous education and community outreach program. The museum seeks to amplify the Filipinos' sense of artistic and cultural heritage from the past and in contemporary global contexts and experiences (Dumandan, 2019).

5) Ben Cab Museum

The BenCab Museum houses the permanent collection of Philippine National Artist Benedicto Cabrera (BenCab) in several galleries, as well as venues for art shows and exhibitions. The Bencab Museum is committed to the promotion of arts, and the preservation, conservation and protection of the environment and culture and traditions of the Cordilleras. This commitment of the museum is an expression of the artist's gratitude to the country that nurtured and inspired an artistic career that continues to grow, mature, and fascinate (Dumandan, 2019).

6) Art Fair Philippines

Art Fair Philippines is the premier platform for exhibiting and selling the best in modern and contemporary Philippine visual art. The fair aims to mirror the vibrant local art scene and continue to generate support for Filipino art practitioners (Dumandan, 2019).

7) ManilART

ManilART is the Philippines' premier international art fair. It showcases the best in contemporary visual arts for the development and promotion of Filipino art and culture locally and internationally. ManilART elevates the standards and celebrates the dynamic Philippine art scene through various art exhibitions connecting world class artists, institutions, and the community. It reinforces the awareness of and the appreciation for Philippine visual arts by merging it with other disciplines through lectures, workshops, demonstrations, and other activities with the support from both local and foreign exhibitors (Dumandan, 2019).

8) Finale Art File

Finale Art File is considered as a premier gallery institution in the Philippines. It showcased hundreds of exhibits by some of the most talented names in contemporary visual arts. It has successfully balanced the demands of a commercial establishment and an artistic venue. This gallery occasionally features experimental works that push artistic boundaries and challenge audience expectation (Dumandan, 2019).

9) Kublai Art Gallery and Davao Contemporary Art Gallery

The Kublai Art Gallery and Davao Contemporary Art Gallery is a unique cultural expression of Davao's visual artists. The gallery showcases various works by Mindanao's famed artist Kublai Ponce-Millan, as well as different artists from the city (Dumandan, 2019).

10) Thirteen Artists Awards

The Thirteen Artists Awards mark the turnings in and of Philippine contemporary art, to update its modernizing potential and to assess how artists today engage with other forces in the art world (Dumandan, 2019).

These authorities, institutions, markets, galleries, and award-giving bodies are not the only ones who may promote arts of the Philippines. As a Filipino and a student, we can also promote Philippine arts in our own little ways. We may visit art exhibits and seminars about the artistic treasures of the Philippines. We may share the artworks of Philippine artists through our social media. Also, appreciating Philippines arts in its original context and using it in defining and describing Filipino identity are also ways to promote arts existed in our country. There are different ways to promote or support Philippine traditional and cultural arts and these ways root in our nationalistic and patriotic ideology. Hence, as a student in this contemporary time, it is a great act to contribute in holding a responsibility of promoting Philippine arts.